> CHALLENGE	Personalization and delivery of ski passes as a self service
> MARKET	Leisure and entertainment
> APPLICATIONS	Access control and customer management
> EVOLIS SOLUTION	Evolis Kiosk

A hands-free ski pass that provides appreciable benefits

Self service ski passes, anytime

Les 3 Vallées in France, Aspen in the US or the Konjiam Resort in South Korea. These high-profile ski resorts highly rated by winter sports fans and die-hard enthusiasts are faced with the challenge of welcoming huge crowds during the ski season. To streamline access to the ski runs and optimize customer experience, these resorts, and many others, have called upon the expertise of SKIDATA to deploy fully automated vending machines to issue ski passes.

Solutions that adapt to customers' behaviors

Simple, easy to use and open solutions: the SKIDATA machines make it easy to deliver passes to skiers. The machines also collect vital information on customers' behaviors, while such data feed the design and launch of new products and services. The SKIDATA machines therefore provide a visibility into the traffic at the ski runs and the most popular pass profiles sold, while the RFID card makes it possible to trace customers' behaviors. The analysis of this aggregate data is of great help to design new products and services, such as ski passes that are valid on non-consecutive days.

+9.3%: this is the vibrant annual growth rate for the self-service market from 2009 to 2015, according to estimates from BCC Research. SKIDATA is a key player in this buoyant market, supplying vending machines that deliver personalized passes on plastic (or on paper) to ski resorts. These passes are often RFID-enabled, leveraging this wireless technology to grant or deny access to the ski runs, without requiring the skier to show his personal pass for visual identification or scanning purposes. *"We've pioneered the idea of a hands-free ski pass that provides appreciable benefits for both the skiers and the ski resort"*, explains Guy Tessereau, Deputy Managing Director, SKIDATA. Such passes can be supplied and updated on a 24/7 basis from a user-friendly menu that is freely available in the customer's own language. This is a perfect alternative to irritatingly lengthy lines at counters and access gates to the ski runs. This fluid process, which is highly praised by skiers, is also a vehicle for flexibility. The deployment of vending machines is a great boon that boosts sales during the closing hours of the counter. At the same time, sales outlets can be deployed outside the resort, without adding to the existing administrative work. Management of the entire infrastructure can indeed be centralized. From a functional standpoint, the SKIDATA vending machines integrate an operating software, a user screen, a payment module, power feeds and network ports, and of course, a Pass personalization module supplied by Evolis.

Card personalization with Evolis Kiosk

An Evolis Kiosk printer integrated into the SKIDATA vending machine supports the entire Pass personalization process. This printer core is tailor-made and benefits from 2 card feeders with a capacity of 500 cards, to print on rewritable plastic cards or disposable tickets. The Evolis Kiosk has also been optimized for seamless integration into the vending machines, from both mechanical and software standpoints. This integration fully supports the RFID encoder supplied by SKIDATA, and can scale to any future requirements.

EVOLIS
card printers

The technology partnership between Evolis and SKIDATA was initiated by adapting the Evolis Kiosk printer to the requirements of the vending machines. *"Evolis Kiosk is a card personalization core unit that can be seamlessly integrated into terminals or automated vending machines that require this feature. Evolis Kiosk can be enhanced with features and technologies such as rewritable printing, magnetic encoding, as well as smart card or RFID encoding"*, explains Sébastien Goubault, Project Manager at Evolis, who works closely with the SKIDATA technical teams to improve the printer. New target areas for improvement are high on the agenda: the vending machines are expected to become more compact, and the integration of the RFID coupler, provided by SKIDATA, will be optimized for space saving reasons. On the other hand, the reuse of rewritable cards is also planned.

Personalization and scalability as key success factors for large projects

Evolis Kiosk is an achievement of the Large Projects line of business at Evolis, where the objective is to design printers suitable for decentralized personalization of cards, often within the scope of large-scale deployments. Each project is unique, and a detailed requirement analysis is critical in determining if the project is technically and financially viable. *"Our job is to provide a customized printer, ready to be integrated into a comprehensive card issuance solution for major projects"*, continues Sébastien Goubault. Today, this activity runs smoothly and it has enabled Evolis to tap many new markets, such as security applications, loyalty programs, or transport passes (RATP Navigo passes in France). It has also facilitated several banks in the decentralized issuance of their payment cards.

SKIDATA automated vending machine

Evolis Kiosk

Guy Tessereau,
Deputy Managing Director,
SKIDATA France

What are the core businesses at SKIDATA* ?

We operate in three markets, all related to access control. We provide solutions for car parks, equipment and software for the leisure and entertainment industry, and automated systems for ski resorts.

Why did you select EVOLIS?

Mainly for outstanding support and reliability. Evolis provided highly dependable support in our ventures and helped us achieve our ambitions: we now have a scalable printer tailored to our vending machines. This printer offers many features, and two of them are really striking: its robustness is the best guarantee of dependability for our machines, while the printer is designed to manage defective cards very easily: customers are always assured of holding a valid pass.

Can you tell us about your future projects?

We are heading towards multi-feature, communicating-type vending machines that offer a wealth of new services to customers. For example, in selected ski resorts, a ski pass will allow its holder to access a car park as well. Knowing that a plastic card is practical and user friendly, we expect it to host more data related to new services.

*Learn more on www.skidata.com

Half a million

This is the number of passes personalized each year by the 150 vending machines deployed by **SKIDATA** worldwide.